

# Quick Facts on Our Premier Community Giving Charitable Partners



## MISSION

Stand Up To Cancer is a new initiative created to accelerate groundbreaking cancer research that will get new therapies to patients quickly and save lives. SU2C's goal is to bring together the best and the brightest in the cancer community, encouraging collaboration instead of competition. SU2C utilizes the entertainment industry to create awareness and to build broad public support for this effort.

*This is where the end of cancer begins.*

## FUNDING RESEARCH FOR A CURE

SU2C has partnered with the prestigious American Association for Cancer Research (AACR) to provide scientific oversight and expert peer review, and administer Stand Up To Cancer grants. The AACR will administer the funds raised under the following guidelines:

- 70 percent of donations will directly fund Dream Teams (multi-disciplinary and collaborative groups of scientists that will be responsible for conducting novel, groundbreaking cancer research projects that address critical problems in patient care and are designed to deliver near-term patient benefit). Only with sufficient resources to conduct intense, goal-directed, focused research on a particular cancer problem can the teams be successful.
- 20 percent of donations will directly fund innovative, high-risk research projects, being undertaken by individual investigators, that have the potential to improve the lives of cancer patients.
- 10 percent of donations will be invested to sustain the Stand Up To Cancer initiative and to provide a contingency fund for unexpected research opportunities.

## HIGH PROFILE RECOGNITION

- **Leadership Committee Includes:** Sherry Lansing, Laura Ziskin, Lisa Paulsen, Ellen Ziffren, Noreen Fraser, Rusty Robertson, Sue Schwartz, and Kathleen Lobb.
- **Celebrity Supporters Include:** Casey Affleck, Jennifer Aniston, Abigail Breslin, America Ferrara, Terrence Howard, Mandy Moore, Christina Ricci, Patrick Swayze, Sidney Poitier, and many more.
- **Major Activities Include:** Annual public awareness and fundraising event supported by entertainment industry companies and their executives, television networks, celebrities, and prominent leaders in cancer research and patient advocacy.

## ACCOMPLISHMENTS

Raised more than \$100 million in first-year initiatives to accelerate groundbreaking research and bring new therapies to patients more quickly.

## OVERVIEW:

Stand Up To Cancer, launched in May of 2008, seeks to rally Americans around the goal of ending cancer's reign as a leading cause of death. It is a movement created to raise funds to accelerate groundbreaking research that will get new therapies to patients more quickly and save lives. Leveraging significant corporate and other major donor support, SU2C is able to allocate 100% of donations from the public toward the cause, while building awareness that each and every one of us has a stake in this fight, and that together we can end cancer.

[www.standup2cancer.org](http://www.standup2cancer.org)

**Percent of Donations Invested in Programs: 100%**



**PREMIER  
COMMUNITY GIVING**



**PREMIER BANK**

THERE'S MORE FOR YOU HERE.

[www.premier-bank.com](http://www.premier-bank.com) (850) 386-2225

